

Keep patient information safe



Marchex and HIPAA

When people call healthcare service providers, whether to schedule appointments or ask questions about insurance or billing, they may share very private information. If records of these conversations are not properly safeguarded, the ramifications reach far and wide—from legal penalties to a damaged brand reputation.

Maintaining regulatory compliance is one thing, but doing it while providing leading class customer service remains an on-going challenge. Marchex helps healthcare providers achieve that balance. If any electronic personally identifiable health information (ePHI) is captured, processed or stored, Marchex's call analytics platform enables full compliance with all applicable HIPAA privacy and security standards.

Information Security Program

Protect sensitive data from unauthorized access or disclosure. We combine multiple security layers into a comprehensive information security program that is SOC2 Type II certified.

- Physical security of all premises in which customer data will be processed and/or stored.
- Reasonable precautions taken with respect to the employment of and access given to Marchex personnel, including background checks.
- Network security program featuring access and data integrity controls, intrusion detection systems, penetration testing and vulnerability scans, change/patch management controls, and more.

Encryption of PHI and Access Controls

Marchex call recordings and transcripts are securely stored, and encrypted at rest and in-transit. We use one of the strongest block ciphers available, 256bit Advanced Encryption Standard (AES-256), for encryption at rest. Marchex systems also support all industry standard secure transmission cyphers for Transport Layer Security (TLS) 1.2 and above. Rolebased controls secure access to ePHI in a manner that's restricted to only customer-authorized users and authorized Marchex personnel.

Business Associates Agreement

Healthcare service providers are no different from other business that considers consumer-to-business conversations a strategic asset. To grow, they typically leverage a diversified media mix that drives people to call and inquire about their various offerings. For clients that elect to use call recording or transcription services, Marchex is willing to negotiate a business associate agreement (BAA) to confirm its commitment to compliance with applicable HIPAA rules.

To learn more, visit Marchex.com or call 800.914.7872.